

Results for Northumbrian Water	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 200) ²	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>95%</td><td>94%</td><td>97%</td><td>95%</td><td>92%</td><td>93%</td><td>96%</td><td>93%</td><td>98%</td><td>96%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	95%	94%	97%	95%	92%	93%	96%	93%	98%	96%	96% to 82% Average: 89%	Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	95%	94%	97%	95%	92%	93%	96%	93%	98%	96%															
Overall satisfaction with sewerage services (Sample size: 191)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>90%</td><td>92%</td><td>92%</td><td>92%</td><td>90%</td><td>91%</td><td>89%</td><td>84%</td><td>82%</td><td>70%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	90%	92%	92%	92%	90%	91%	89%	84%	82%	70%	74% to 45% Average: 66%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	90%	92%	92%	92%	90%	91%	89%	84%	82%	70%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 200)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>77%</td><td>77%</td><td>84%</td><td>78%</td><td>75%</td><td>79%</td><td>79%</td><td>81%</td><td>86%</td><td>77%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	77%	77%	84%	78%	75%	79%	79%	81%	86%	77%	77% to 60% Average: 69%	Significant change since last year. Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	77%	77%	84%	78%	75%	79%	79%	81%	86%	77%															
Satisfied with value for money of sewerage services (Sample size: 186)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>80%</td><td>79%</td><td>84%</td><td>78%</td><td>78%</td><td>84%</td><td>81%</td><td>83%</td><td>83%</td><td>76%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	80%	79%	84%	78%	78%	84%	81%	83%	83%	76%	78% to 52% Average: 71%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	80%	79%	84%	78%	78%	84%	81%	83%	83%	76%															
Views on fairness and affordability of charges																									
Agree charges are fair (Sample size: 196)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>76%</td><td>66%</td><td>73%</td><td>64%</td><td>63%</td><td>60%</td><td>72%</td><td>71%</td><td>76%</td><td>62%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	76%	66%	73%	64%	63%	60%	72%	71%	76%	62%	64% to 42% Average: 55%	Significant change since last year. Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	76%	66%	73%	64%	63%	60%	72%	71%	76%	62%															
Agree water and sewerage charges are affordable (Sample size: 200)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>84%</td><td>74%</td><td>83%</td><td>81%</td><td>75%</td><td>74%</td><td>85%</td><td>81%</td><td>85%</td><td>73%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	84%	74%	83%	81%	75%	74%	85%	81%	85%	73%	81% to 63% Average: 72%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	84%	74%	83%	81%	75%	74%	85%	81%	85%	73%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 193)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>78%</td><td>77%</td><td>79%</td><td>73%</td><td>75%</td><td>71%</td><td>76%</td><td>73%</td><td>68%</td><td>59%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	78%	77%	79%	73%	75%	71%	76%	73%	68%	59%	62% to 37% Average: 51%	Significant change since last year. Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	78%	77%	79%	73%	75%	71%	76%	73%	68%	59%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 199)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Score</th><td>8.18</td><td>8.15</td><td>7.95</td><td>8.01</td><td>7.96</td><td>7.96</td><td>8.16</td><td>7.70</td><td>7.81</td><td>6.90</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Score	8.18	8.15	7.95	8.01	7.96	7.96	8.16	7.70	7.81	6.90	6.94 to 5.44 Average: 6.38	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Score	8.18	8.15	7.95	8.01	7.96	7.96	8.16	7.70	7.81	6.90															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 195)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>77%</td><td>67%</td><td>75%</td><td>71%</td><td>69%</td><td>71%</td><td>78%</td><td>68%</td><td>71%</td><td>65%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	77%	67%	75%	71%	69%	71%	78%	68%	71%	65%	74% to 64% Average: 68%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	77%	67%	75%	71%	69%	71%	78%	68%	71%	65%															
Aware of free meter option (Sample size: 103) ³	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>42%</td><td>60%</td><td>69%</td><td>69%</td><td>65%</td><td>64%</td><td>61%</td><td>67%</td><td>68%</td><td>64%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	42%	60%	69%	69%	65%	64%	61%	67%	68%	64%	74% to 54% Average: 66%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	42%	60%	69%	69%	65%	64%	61%	67%	68%	64%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 103) ³	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>21%</td><td>25%</td><td>34%</td><td>28%</td><td>21%</td><td>22%</td><td>23%</td><td>23%</td><td>22%</td><td>19%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	21%	25%	34%	28%	21%	22%	23%	23%	22%	19%	35% to 12% Average: 27%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	21%	25%	34%	28%	21%	22%	23%	23%	22%	19%															
Aware of WaterSure tariff (Sample size: 201*)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>11%</td><td>9%</td><td>12%</td><td>6%</td><td>8%</td><td>10%</td><td>6%</td><td>11%</td><td>9%</td><td>14%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	11%	9%	12%	6%	8%	10%	6%	11%	9%	14%	20% to 14% Average: 17%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	11%	9%	12%	6%	8%	10%	6%	11%	9%	14%															
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 201*) ⁴	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>34%</td><td>38%</td><td>39%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage								34%	38%	39%	52% to 39% Average: 45%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage								34%	38%	39%															
Aware of Priority services (Sample size: 201*)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>43%</td><td>50%</td><td>44%</td><td>42%</td><td>45%</td><td>41%</td><td>42%</td><td>51%</td><td>44%</td><td>44%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	43%	50%	44%	42%	45%	41%	42%	51%	44%	44%	57% to 40% Average: 49%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	43%	50%	44%	42%	45%	41%	42%	51%	44%	44%															
Contact																									
Contacted water company with query in last 12 months (Sample size: 200*)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>9%</td><td>14%</td><td>16%</td><td>15%</td><td>20%</td><td>22%</td><td>13%</td><td>18%</td><td>20%</td><td>16%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	9%	14%	16%	15%	20%	22%	13%	18%	20%	16%	33% to 16% Average: 25%	Significantly lower than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	9%	14%	16%	15%	20%	22%	13%	18%	20%	16%															
Reason for contacting water company was to complain (Sample size: 32 who made contact)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>11%</td><td>17%</td><td>0%</td><td>5%</td><td>3%</td><td>5%</td><td>0%</td><td>0%</td><td>3%</td><td>0%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	11%	17%	0%	5%	3%	5%	0%	0%	3%	0%	8% to 0% Average: 3%	Low base size
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	11%	17%	0%	5%	3%	5%	0%	0%	3%	0%															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Satisfaction with way query handled (Sample size: 32 who made contact)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>82%</td><td>86%</td><td>87%</td><td>81%</td><td>88%</td><td>76%</td><td>92%</td><td>77%</td><td>90%</td><td>94%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	82%	86%	87%	81%	88%	76%	92%	77%	90%	94%	94% to 52% Average: 74%	Low base size. Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	82%	86%	87%	81%	88%	76%	92%	77%	90%	94%															
Water on tap																									
Satisfied with colour and appearance of tap water (Sample size: 201)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>95%</td><td>96%</td><td>97%</td><td>95%</td><td>93%</td><td>97%</td><td>97%</td><td>92%</td><td>97%</td><td>93%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	95%	96%	97%	95%	93%	97%	97%	92%	97%	93%	94% to 85% Average: 91%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	95%	96%	97%	95%	93%	97%	97%	92%	97%	93%															
Satisfied with taste and smell (Sample size: 197)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>94%</td><td>91%</td><td>94%</td><td>92%</td><td>87%</td><td>87%</td><td>88%</td><td>85%</td><td>91%</td><td>87%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	94%	91%	94%	92%	87%	87%	88%	85%	91%	87%	90% to 79% Average: 84%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	94%	91%	94%	92%	87%	87%	88%	85%	91%	87%															
Satisfied with hardness/softness (Sample size: 184)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>94%</td><td>89%</td><td>88%</td><td>87%</td><td>85%</td><td>85%</td><td>82%</td><td>80%</td><td>87%</td><td>78%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	94%	89%	88%	87%	85%	85%	82%	80%	87%	78%	87% to 40% Average: 64%	Significant change since last year. Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	94%	89%	88%	87%	85%	85%	82%	80%	87%	78%															
Satisfied with safety (Sample size: 196)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>97%</td><td>95%</td><td>95%</td><td>96%</td><td>94%</td><td>92%</td><td>94%</td><td>92%</td><td>94%</td><td>88%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	97%	95%	95%	96%	94%	92%	94%	92%	94%	88%	95% to 81% Average: 88%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	97%	95%	95%	96%	94%	92%	94%	92%	94%	88%															
Satisfied with reliability of supply (Sample size: 201)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>98%</td><td>99%</td><td>98%</td><td>98%</td><td>97%</td><td>99%</td><td>99%</td><td>98%</td><td>100%</td><td>96%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	98%	99%	98%	98%	97%	99%	99%	98%	100%	96%	97% to 91% Average: 94%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	98%	99%	98%	98%	97%	99%	99%	98%	100%	96%															
Satisfied with water pressure (Sample size: 201)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>91%</td><td>94%</td><td>93%</td><td>89%</td><td>94%</td><td>93%</td><td>94%</td><td>88%</td><td>96%</td><td>94%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	91%	94%	93%	89%	94%	93%	94%	88%	96%	94%	94% to 75% Average: 85%	Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	91%	94%	93%	89%	94%	93%	94%	88%	96%	94%															
A sewerage system that works																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 145)	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>87%</td><td>87%</td><td>82%</td><td>81%</td><td>81%</td><td>82%</td><td>88%</td><td>86%</td><td>76%</td><td>63%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	87%	87%	82%	81%	81%	82%	88%	86%	76%	63%	65% to 46% Average: 60%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	87%	87%	82%	81%	81%	82%	88%	86%	76%	63%															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 162)	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>88%</td></tr> <tr><td>15</td><td>91%</td></tr> <tr><td>16</td><td>88%</td></tr> <tr><td>17</td><td>86%</td></tr> <tr><td>18</td><td>85%</td></tr> <tr><td>19</td><td>87%</td></tr> <tr><td>20</td><td>86%</td></tr> <tr><td>21</td><td>83%</td></tr> <tr><td>22</td><td>80%</td></tr> <tr><td>23</td><td>69%</td></tr> </tbody> </table>	Year	Percentage	14	88%	15	91%	16	88%	17	86%	18	85%	19	87%	20	86%	21	83%	22	80%	23	69%	69% to 42% Average: 61%	Significant change since last year. Significantly higher than WaSC average
Year	Percentage																								
14	88%																								
15	91%																								
16	88%																								
17	86%																								
18	85%																								
19	87%																								
20	86%																								
21	83%																								
22	80%																								
23	69%																								
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 160)	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>89%</td></tr> <tr><td>15</td><td>90%</td></tr> <tr><td>16</td><td>86%</td></tr> <tr><td>17</td><td>85%</td></tr> <tr><td>18</td><td>86%</td></tr> <tr><td>19</td><td>82%</td></tr> <tr><td>20</td><td>87%</td></tr> <tr><td>21</td><td>68%</td></tr> <tr><td>22</td><td>61%</td></tr> <tr><td>23</td><td>46%</td></tr> </tbody> </table>	Year	Percentage	14	89%	15	90%	16	86%	17	85%	18	86%	19	82%	20	87%	21	68%	22	61%	23	46%	46% to 18% Average: 36%	Significant change since last year. Significantly higher than WaSC average
Year	Percentage																								
14	89%																								
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Satisfied with company actions to minimise sewer flooding (Sample size: 158)	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>87%</td></tr> <tr><td>15</td><td>87%</td></tr> <tr><td>16</td><td>87%</td></tr> <tr><td>17</td><td>82%</td></tr> <tr><td>18</td><td>83%</td></tr> <tr><td>19</td><td>81%</td></tr> <tr><td>20</td><td>87%</td></tr> <tr><td>21</td><td>73%</td></tr> <tr><td>22</td><td>72%</td></tr> <tr><td>23</td><td>54%</td></tr> </tbody> </table>	Year	Percentage	14	87%	15	87%	16	87%	17	82%	18	83%	19	81%	20	87%	21	73%	22	72%	23	54%	54% to 29% Average: 44%	Significant change since last year. Significantly higher than WaSC average
Year	Percentage																								
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21	73%																								
22	72%																								
23	54%																								

Sample Profile

Regional sample profile for Northumbrian Water	(Sample size: 201*)
Gender	
Male	44%
Female	56%
Age	
18-29	2%
30-44	12%
45-59	29%
60-74	36%
75+	20%
SEC	
Higher managerial, administrative & professional occupations	50%
Intermediate occupations	20%
Routine & manual occupations	22%
Never worked and long-term unemployed/Full-time students	6%
Refused	1%
Water Meter	
Proportion having a water meter	48%

Statistical reliability on sample size of 200 is +/- 6.79%

¹ Average (mean) proportion for all WaSCs is based on weighted data. All other data is unweighted.

² Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *.

³ Question filtered on unmetered households as per the main report and not stated removed.

⁴ Question changed to Yes/No option in 2021 so data not comparable with previous years.